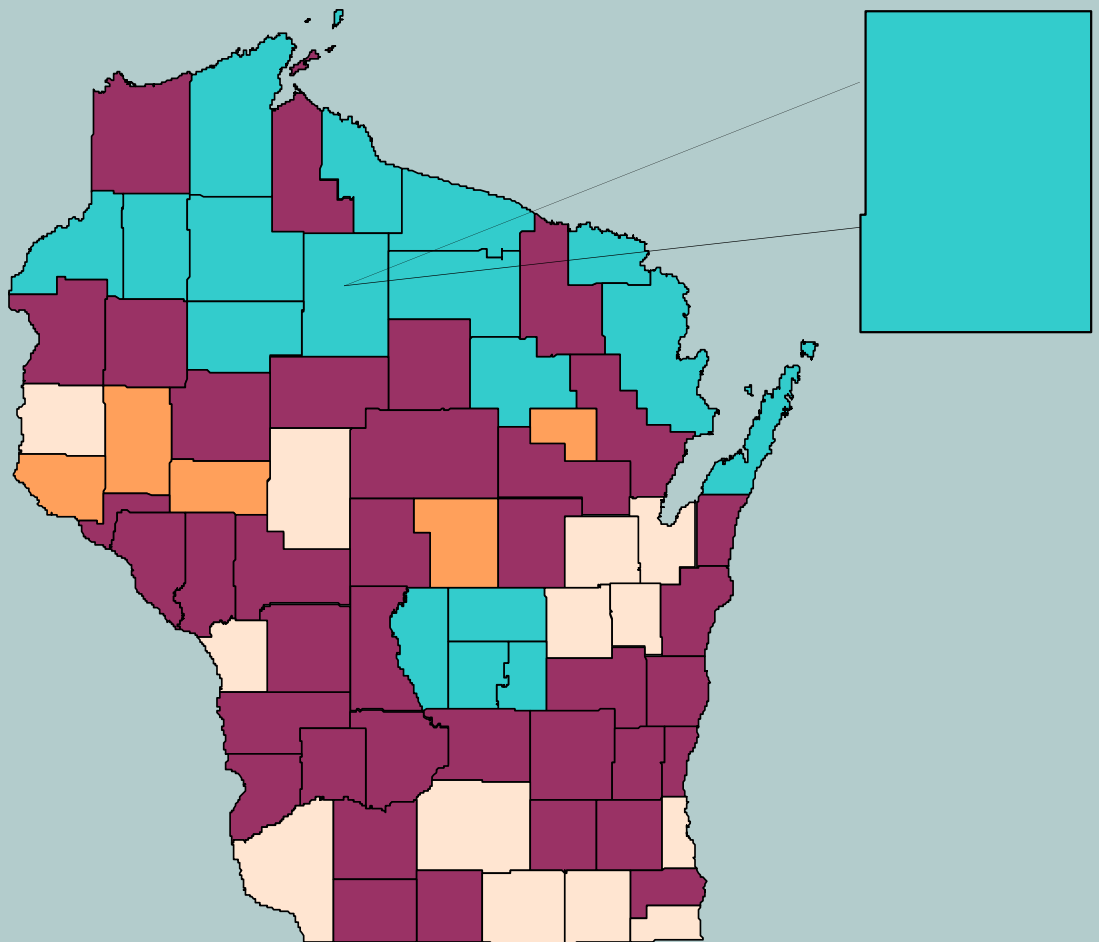


# Price County

## Workforce Profile

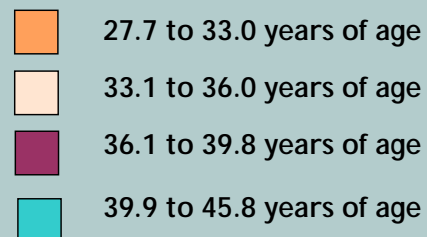
Median Age by County, 2000



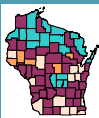
Your complete guide to the state of the labor force of today and a glimpse into the economy of tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

From 1990 to 2000 the population in Price County increased from 15,600 to 15,822 according to Census 2000 information. That increase of 222 residents during the 1990s followed a loss of 188 residents in the previous decade and occurred in spite of major reductions in manufacturing jobs. Even more interesting is that the increase resulted from new residents moving into the county.

A net gain in population from migration means that more people moved to the county than moved out of the county. Roughly 15 percent of the population over 5 years old lived in a different county in 1995. Of those new residents 28 percent moved from another state and 72 percent from somewhere else in Wisconsin. From 1990 to 2000, net migration added 528 residents to the population. During that same period the number of deaths (1,989) exceeded the number of births (1,682) by 306.

The increase in population, however, was weak when compared with the other counties in the state. The 1.4 percent increase in the county ranked 69th out of 72 Wisconsin counties. The population continued to increase from 2000 to 2001 although the pace was slower than in the state or the nation.

The largest increase in population from 1990 to 2000 was from the addition of 43 American Indians. That increase, along with the addition from other ethnic groups out-numbered the increase in white

population. The population remains 99 percent white, however, in spite of the increase from American Indians. Even though there is no reservation land within the county, the Lac du Flambeau Indian Reservation lies just beyond the county's eastern border and the largest Indian populations live in the towns of Eisenstein and Fifield on that border.

The Town of Fifield was one of the faster growing municipalities in the county during the 1990s, adding 126 residents. Fifield continued to grow through 2000, but other towns in the county added more population or had a greater rate of growth.

The largest and the second largest cities, Park Falls and Phillips, experienced a loss of population in the last decade and those trends continued into 2001.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 10-19 year old age group. Some of the increase was from an aging population, but not all of it.

Both the increase in population from older people moving to the county and an existing population that was already older than the state average, impacted the median age in Price County. The median age increased from 36.8 years in 1990 to 41.7 years in

(Continued on page 2)

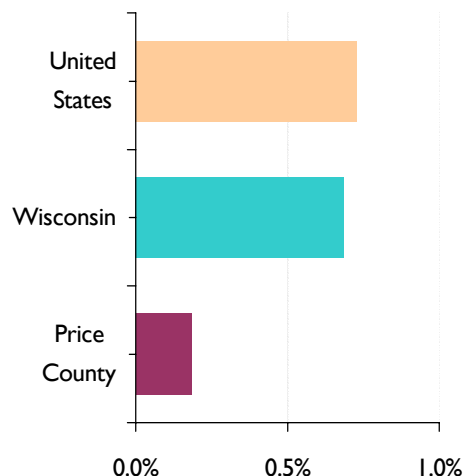
### Total Population

|               | 2000 Census | January 1, 2001<br>Estimate | Percent<br>change |
|---------------|-------------|-----------------------------|-------------------|
| United States | 281,421,906 | 283,474,000                 | 0.7%              |
| Wisconsin     | 5,363,675   | 5,400,449                   | 0.7%              |
| Price County  | 15,822      | 15,851                      | 0.2%              |

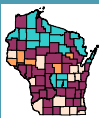
### Ten Largest Municipalities

|                   |       |       |       |
|-------------------|-------|-------|-------|
| Park Falls, City  | 2,793 | 2,753 | -1.4% |
| Worcester, Town   | 1,711 | 1,711 | 0.0%  |
| Phillips, City    | 1,675 | 1,662 | -0.8% |
| Lake, Town        | 1,319 | 1,333 | 1.1%  |
| Elk, Town         | 1,183 | 1,190 | 0.6%  |
| Fifield, Town     | 989   | 994   | 0.5%  |
| Ogema, Town       | 882   | 892   | 1.1%  |
| Eisenstein, Town  | 669   | 667   | -0.3% |
| Prentice, Village | 626   | 630   | 0.6%  |
| Flambeau, Town    | 535   | 546   | 2.1%  |

### Population Growth 2000-2001



Source: Wisconsin Department of Administration, Demographic Services, 2002



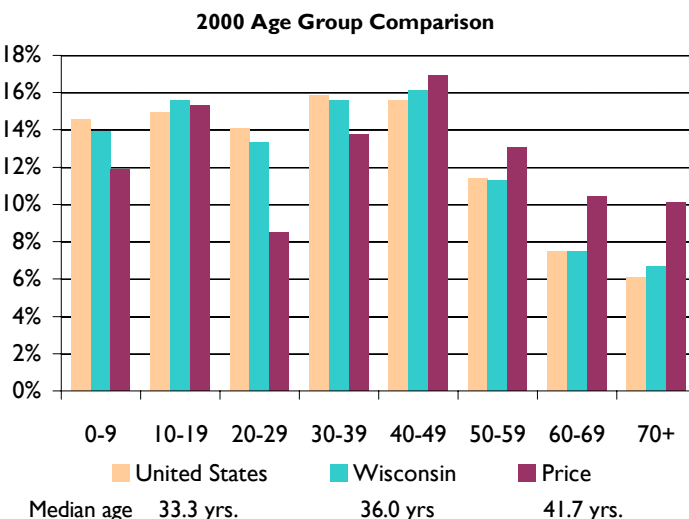
2000. The median age in Price County is substantially higher than the state median age of 36.0 years and the national median of 33.3 years and is twelfth highest in the state.

The higher median age means that there are more residents in the older population groups than in the younger age groups, something very apparent in the graph on the right. The county has a smaller share of population in the younger age groups than both the state and nation. While the 10 to 19 year old group is nearly as large as in the state, there is a dramatic drop in 20-29 year olds.

The similar share of 10-19 year olds accounts for higher birth rates in the 1970s and 1980s. However, once they graduate from high school, these residents leave the area to continue their education or search for work.

Beginning at age 40 the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 60 the county has a much larger share of population than either the state or nation.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of fewer younger people



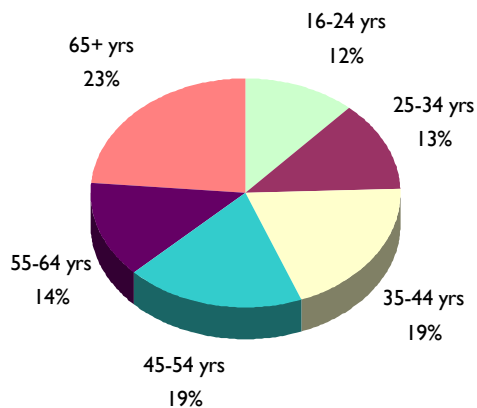
Source: US Department of Commerce, Census Bureau, *Census 2000*

available for the labor supply and an increasing older population preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

## County Civilian Labor Force

**Price County Labor Force Age Groups**



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The Price County population in 2000 16 years and older totaled 12,603. This population comprises the potential labor force in the county even though 23 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

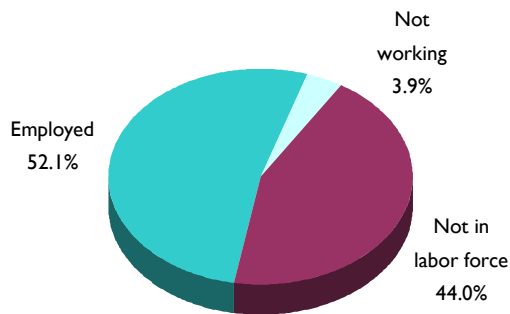
Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills and

(Continued on page 3)

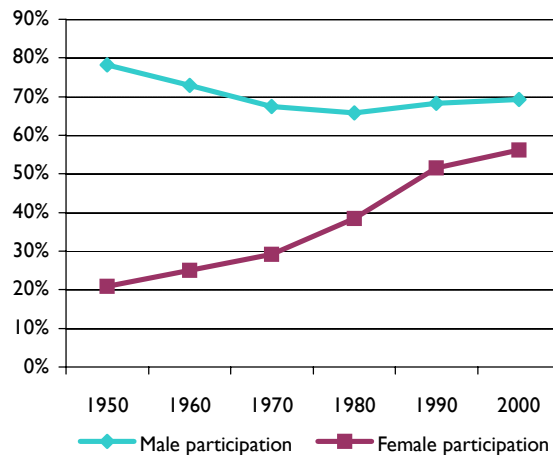


### 2001 Labor Force Participation



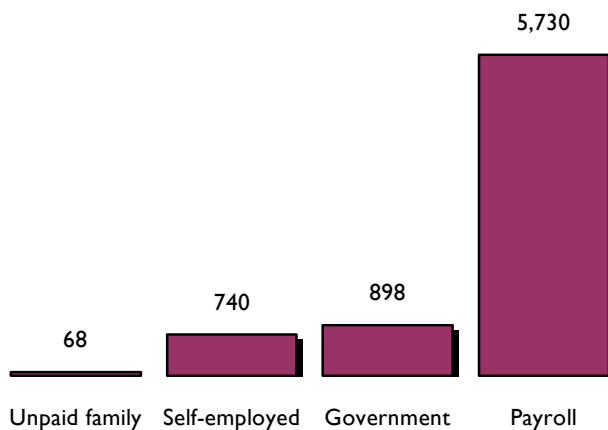
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

beginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in late 2002.

An estimate for labor force participation for 2001 in Price County included 52.1 percent of the labor force age population that worked, 3.9 percent of the population that was unemployed and 44.0 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 56.0 percent.

Labor force participation peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently less than in either the state (73.5%) or nation (66.9%). One of the primary reasons for lower participation is the large share of population over 65 years old, but a secondary reason is the availability of jobs, especially the lack of jobs for teenagers.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has increased while participation of men has declined. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change from the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women are.

Labor force participants who work are engaged in several 'types of employment'. In Price County 77 percent of the employed population work for a private employer and receive a payroll check. Govern-

(Continued on page 4)



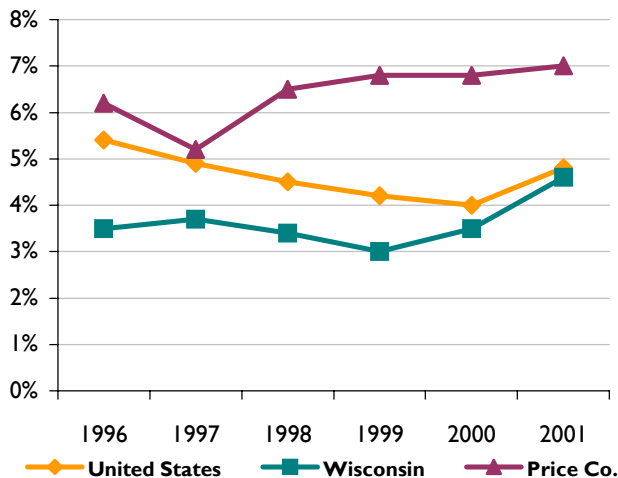
ment workers also receive a payroll check, but comprise only 12 percent of total employment.

Eleven percent of workers in Price County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is much higher in Price County than in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5). However, in Price County, total employment reached 6,500 in 2001, only slightly less than the number of jobs.

An additional factor that effects the local labor force is the number of workers who commute into, or out of, the county for jobs. Census 2000 revealed that 17 percent of the workers residing in Price County traveled outside of the county to work. The specific destination of those workers will not be released until 2003.

Unemployment Rate Comparison

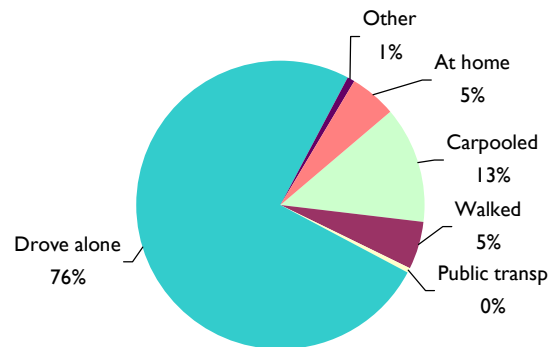


Price County Civilian Labor Force Data

|                   | 1996  | 1997  | 1998  | 1999  | 2000  | 2001  |
|-------------------|-------|-------|-------|-------|-------|-------|
| Labor Force       | 7,900 | 7,700 | 7,600 | 7,000 | 6,900 | 6,900 |
| Employed          | 7,400 | 7,300 | 7,100 | 6,500 | 6,400 | 6,500 |
| Unemployed        | 490   | 400   | 490   | 480   | 470   | 490   |
| Unemployment Rate | 6.2%  | 5.2%  | 6.5%  | 6.8%  | 6.8%  | 7.0%  |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns

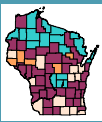


Source: US Dept. of Commerce, Census Bureau, Census 2000

Over the last five years the number of employed residents in Price County declined by 900 from 7,400 in 1996. During that time several major manufacturing employers in the county reduced their workforce. Unemployment increased in 1998 and has remained high as workers laid off from one industry were not able to find jobs with other employers.

The unemployment rate is higher than the rate in either the nation or the state and has been elevated since 1998. In addition to the loss of production jobs, seasonal fluctuations in construction and tourism jobs elevate the unemployment rate during the winter months and raise the annual average rate. In February, 2001, the county unemployment rate reached 11.8 percent but by October it fell to 3.6 percent.

Most of the workers in Price County drive alone to a job, while 13 percent, higher than in the state, were part of a car pool. With limited public transportation available in the county it is no surprise that few residents use it. Even statewide, however, only two percent of workers use public transportation.



## County Industry Employment

### Nonfarm Wage and Salary Employment

|  | 1996  | 1997  | 1998  | 1999  | 2000  | 2001  | Percent change |        |
|--|-------|-------|-------|-------|-------|-------|----------------|--------|
|  |       |       |       |       |       |       | 1 year         | 5 year |
| <b>Total</b>                               | 6,850 | 6,816 | 6,785 | 6,508 | 6,456 | 6,453 | 0.0%           | -5.8%  |
| <b>Goods Producing</b>                     | 3,134 | 3,132 | 3,043 | 2,725 | 2,732 | 2,749 | 0.6%           | -12.3% |
| Construction & Mining                      | 129   | 138   | 146   | 160   | 207   | 194   | -6.3%          | 50.7%  |
| Manufacturing                              | 3,005 | 2,994 | 2,897 | 2,564 | 2,525 | 2,555 | 1.2%           | -15.0% |
| Durable                                    | 2,121 | 2,112 | 2,031 | 1,681 | 1,653 | 1,642 | -0.6%          | -22.5% |
| Nondurable                                 | 884   | 882   | 865   | 883   | 872   | 912   | 4.6%           | 3.2%   |
| <b>Service Producing</b>                   | 3,716 | 3,684 | 3,742 | 3,783 | 3,723 | 3,705 | -0.5%          | -0.3%  |
| Transportation, Communications & Utilities | 156   | 148   | 142   | 140   | 131   | 130   | -1.3%          | -16.9% |
| Total Trade                                | 1,135 | 1,142 | 1,137 | 1,208 | 1,175 | 1,158 | -1.4%          | 2.0%   |
| Wholesale                                  | 202   | 183   | 150   | 183   | 180   | 139   | -22.6%         | -31.0% |
| Retail                                     | 933   | 959   | 987   | 1,026 | 995   | 1,019 | 2.4%           | 9.2%   |
| Finance, Insurance, and Real Estate        | 181   | 186   | 190   | 191   | 205   | 216   | 5.2%           | 18.9%  |
| Services & Misc.                           | 1,202 | 1,169 | 1,232 | 1,223 | 1,170 | 1,179 | 0.8%           | -1.9%  |
| Total Government                           | 1,042 | 1,040 | 1,041 | 1,021 | 1,042 | 1,022 | -1.9%          | -1.9%  |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Price County. All payroll jobs are counted and include occupations from managers to laborers, who work full- or part-time in permanent, temporary, and seasonal positions, and are paid hourly, through commission, or by piecework.

Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

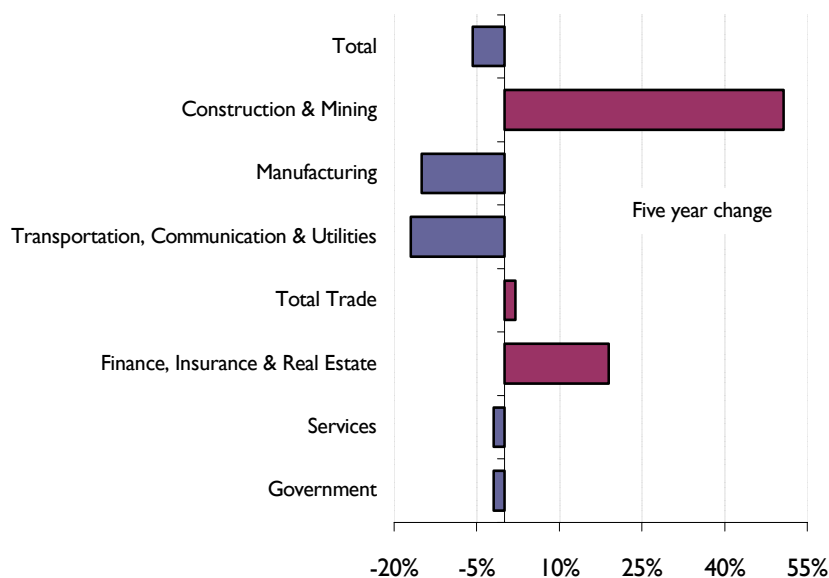
It becomes apparent when you look at this table that Price County employers rely on workers from outside the county to help fill jobs. There were 6,453 nonfarm wage and salary jobs in the county in 2001, a year when the total labor force (county residents) was only 6,500. Workers from adjacent counties, especially Ashland and Taylor, commute to work in those jobs.

Total nonfarm employment declined 5.8 percent from 1996 to 2001, while employment statewide increased 8.7 percent. The most significant loss of jobs, roughly 450 since 1996, occurred with manufacturing employers, especially those who produce industrial equipment. The loss of production jobs also triggered a reduction in transportation employment. In 2001, manufacturing employers in non-durable goods production added jobs and Weather Shield Manufacturing opened a new plant, curbing additional jobs losses.

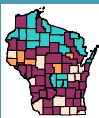
The largest percent increase in the county occurred in construction with the

(Continued on page 6)

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Employers

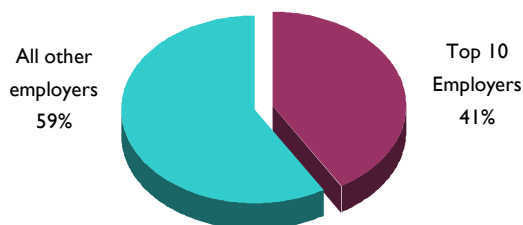
| Company                       | Product or Service                      | Size    |
|-------------------------------|---|---------|
| Phillips Plastics Corp.       | Plastic products: injection molding     | 250-499 |
| Fraser Papers Inc.            | Paper products: sheet paper             | 250-499 |
| Marquip LLC                   | Industrial equipment: feeders & slicers | 250-499 |
| School Dist of Phillips       | Education                               | 100-249 |
| Weather Shield Inc.           | Lumber & wood: windows & doors          | 100-249 |
| Flambeau Hospital Inc.        | Health care services: hospital          | 100-249 |
| County of Price               | Executive & general government          | 100-249 |
| Park Manor Ltd                | Health care services: nursing care      | 100-249 |
| Saint Croix of Park Falls Ltd | Miscellaneous production: fishing rods  | 100-249 |
| Blount Inc.                   | Industrial equipment: loaders & cranes  | 100-249 |

### Top 10 Industry Groups

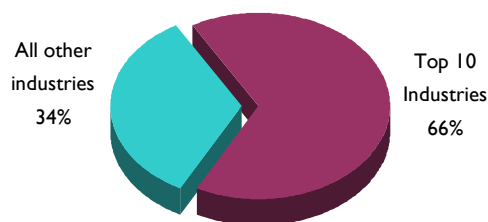
| Industry Group                         | March 2001 |           | Numeric change |        |
|--|------------|-----------|----------------|--------|
|  | Employers  | Employees | 1-year         | 5-year |
| Industrial Machinery and Equipment     | 11         | 786       | -53            | -499   |
| Health Services                        | 15         | 634       | -18            | -54    |
| Lumber and Wood Products               | 23         | 559       | 113            | 53     |
| Educational Services                   | 3          | 510       | 15             | 21     |
| Rubber and Misc. Plastics Products     | *          | *         | *              | *      |
| Paper and Allied Products              | *          | *         | *              | *      |
| Food Stores                            | 7          | 295       | 22             | 101    |
| Eating and Drinking Places             | 29         | 262       | 27             | 13     |
| Miscellaneous Manufacturing Industries | 4          | 216       | 55             | *      |
| Automotive Dealers & Service Stations  | 17         | 188       | 11             | -20    |

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

addition of roughly 65 jobs. The second largest increase of 18.9 percent occurred in the finance, insurance and real estate industry division, but employers added only nine jobs.

Industrial machinery and equipment remains the largest industry group in the county in spite of the job losses in the last three years. Four other manufacturing groups appear on the largest industry group list demonstrating the strength of manufac-

turing in the county.

The list of largest industries also includes three groups from retail trade, food stores, eating and drinking places, and auto dealers and service stations. Retail trade employers are often small and are not included on lists of the largest employers, but together they provide many jobs for local workers. Together, employers in these ten industries

(Continued on page 7)





provide two out of every three jobs in the county.

Out of 490 employers in Price County, Phillips Plastics Corporation is the largest, and six other employers on the list are manufacturers. Employers in the manufacturing industry division provide 41 percent of the jobs in Price County, and the payroll from employers in the division was 54 percent of the total payroll from all employers of \$159,133,430. Workers with manufacturers also have the highest average annual wages at \$33,217,

even though it is only 83.6 percent of the wages for similar workers statewide.

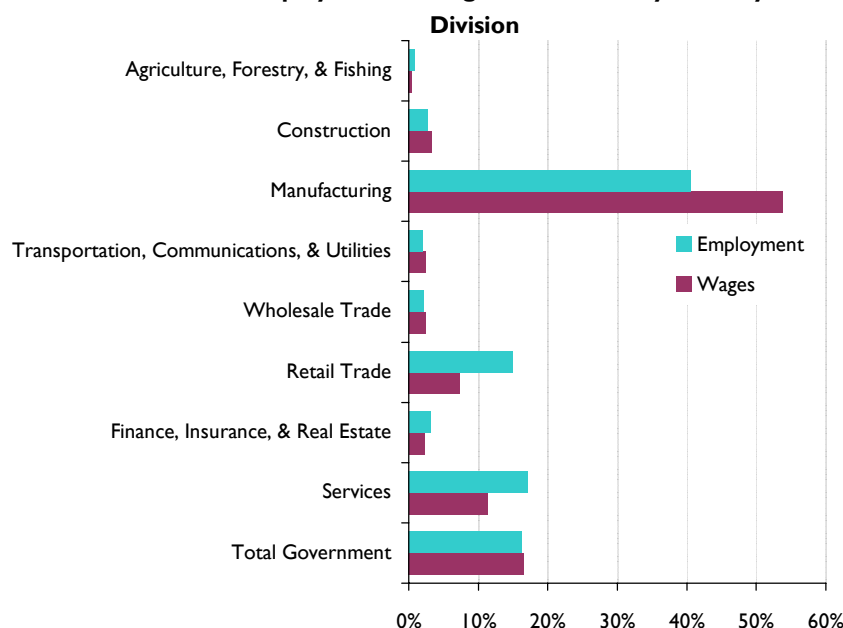
Annual wages for construction workers are the second highest in the county, even though many workers are also seasonal. Although wages were high less than three percent of the workforce received them.

Workers in the services industry division comprise the second largest employment segment, but the annual wages for county workers are only 57 percent of those for similar workers in the state. The reasons for the disparity include fewer professional occupations, lower hourly wages and more part time workers.

Those reasons, plus the seasonal nature of the work, keep annual average wages for workers in retail trade the lowest in the county. Retail trade employers provide 15 percent of the county's jobs but only 7.4 percent of the payroll in the county. Because retail wages statewide are also low, Price County wages are roughly 84 percent of the statewide industry average.

The large increase in wages over the year, as in construction and wholesale trade, generally indicate an increase in overtime, a large bonus paid to workers, or lay offs among workers who earn the lowest wages.

**2001 Employment & Wage Distribution by Industry**



**Annual Average Wage By Industry Division**

|   | Price Co.<br>Annual Average<br>Wage | Wisconsin<br>Annual Average<br>Wage | Percent of<br>State Average | 1-year<br>percent<br>change | 5-year<br>percent<br>change |
|---|-------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries*                             | \$ 25,030                           | \$ 30,922                           | 80.9%                       | 2.2%                        | 14.6%                       |
| Agriculture, Forestry, & Fishing            | \$ 14,514                           | \$ 22,565                           | 64.3%                       | -18.2%                      | -28.0%                      |
| Construction                                | \$ 29,597                           | \$ 39,011                           | 75.9%                       | 19.0%                       | 38.3%                       |
| Manufacturing                               | \$ 33,217                           | \$ 39,739                           | 83.6%                       | -1.3%                       | 17.7%                       |
| Transportation, Communications, & Utilities | \$ 29,382                           | \$ 36,639                           | 80.2%                       | 2.2%                        | 20.7%                       |
| Wholesale Trade                             | \$ 27,362                           | \$ 40,521                           | 67.5%                       | 23.1%                       | 50.6%                       |
| Retail Trade                                | \$ 12,316                           | \$ 14,596                           | 84.4%                       | 2.0%                        | 18.9%                       |
| Finance, Insurance, & Real estate           | \$ 18,237                           | \$ 40,933                           | 44.6%                       | 1.3%                        | 5.3%                        |
| Services                                    | \$ 16,524                           | \$ 28,775                           | 57.4%                       | 4.7%                        | 10.2%                       |
| Total Government                            | \$ 25,531                           | \$ 33,785                           | 75.6%                       | 2.3%                        | 17.0%                       |

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





## Occupation and Education Characteristics of County Population

The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Price County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed.

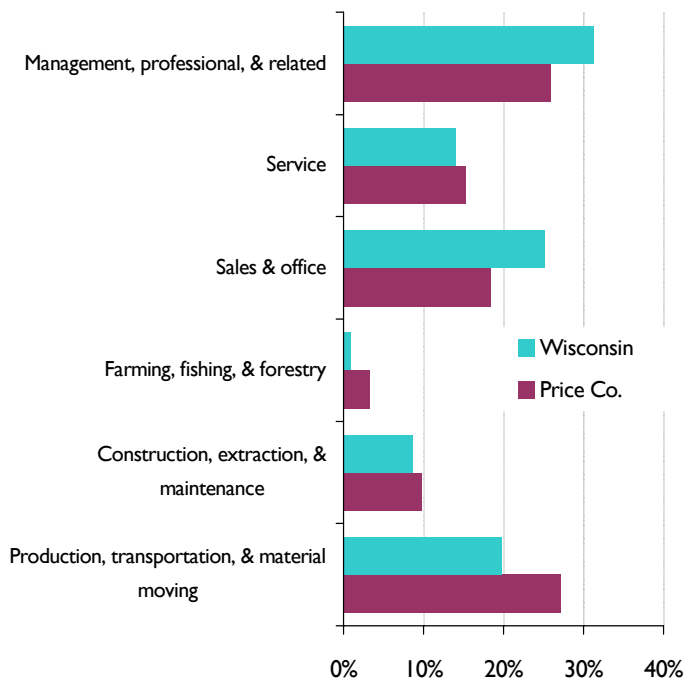
Like the state, the largest group in Price County is management, professional and related occupations. In Price County, however, it is only slightly larger than the group that includes production occupations, which is consistent with the industry composition.

The management, professional and related occupations in Price County primarily include jobs as teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Price County 39 percent of the population 25 years old and over have some education beyond high school, but only 13 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Just over one-quarter of the population has 1-3 years of post-secondary education that could in-

**Employment by Occupation Group: 2000**

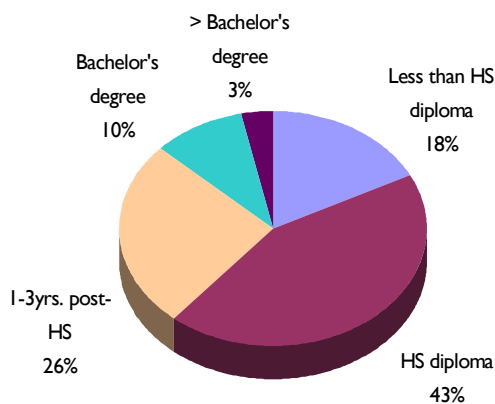


US Department of Commerce, Census 2000

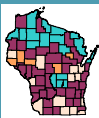
clude some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the second largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the third largest group. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries.

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 15 percent of the workforce in Price County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers are often employed seasonally and work less than 40 hours per week.

**Education Attainment in 2000**



Source: US Dept. of Commerce, Census Bureau, Census 2000



## County Income Information

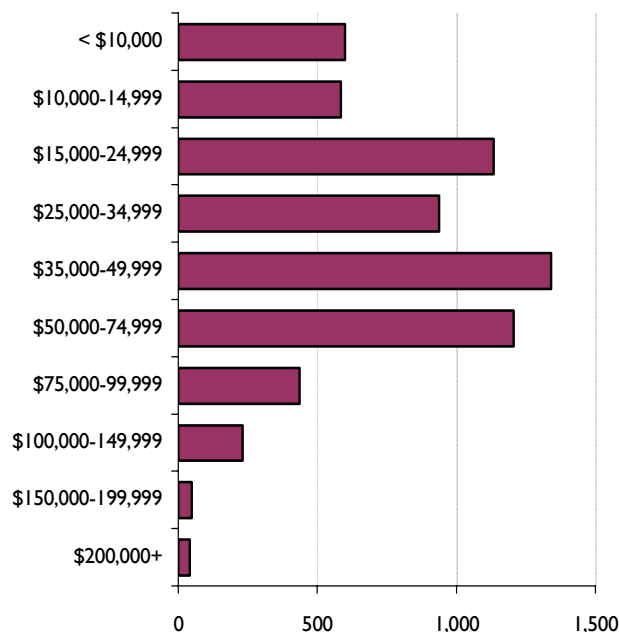
The median household income in 1999 (last full year of income data used for census) in Price County of \$35,249 was 80 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while 18 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 8.9 percent that is slightly higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Price County is 2.4 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$348,534,000 in Price County, divided by the total population. PCPI in Price County in 2000 of \$22,019 was 78 percent of the PCPI in Wisconsin and 75 percent of the United States. In the last year it increased 6.1 percent, greater than both state and national gains.

Incomes are lower in Price County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income from government retirement and medical payments

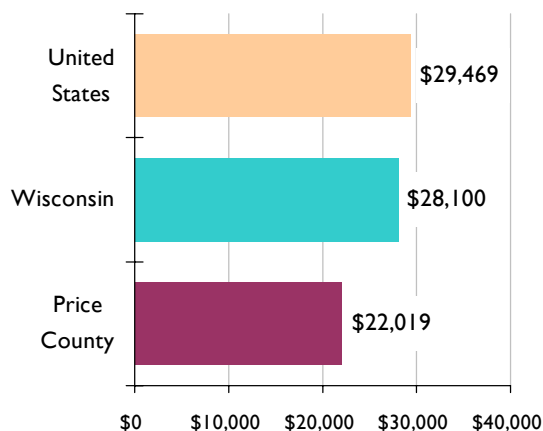
**Households by Income Range**  
Median household income in Price Co. \$35,249



Source: US Dept. of Commerce, Census Bureau, Census 2000

comprises 78 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

